

TRANSIT TICKET SALES IMPROVEMENTS FACT SHEET

Proposal Summary:

The Division of Mass Transportation (DMT), Transit Outreach & Enhancements Branch (TOE), in a joint venture with the Headquarters Building Operations Center (BOC), proposes to provide a TOE staff person for 2 1/2 hours a day for the 7 to 8 day period starting the last week in each month to sell transit tickets and also provide information to ticket buyers and the general public highlighting the convenience and benefits of transit.

A key element of increasing transit ridership is public knowledge and understanding of available transit services. Information about transit should be available and easy to understand. Some specific activities that the TOE representative would perform include distribution of forms and information for a new payroll deduction option to purchase transit passes, the Guaranteed Ride Home Program (GRHP) application, Traveler Information and other transit-related programs. Information related to transit pass and ticket sales would be tracked and reported periodically.

In addition, TOE is working with the BOC to relocate the monthly pass/ticket sales function from its present location, to a more convenient and visible area. This relocation planning is being done in conjunction with the BOC's plan to install new security kiosks in the center of the "N" and "O" lobbies instead of off to the sides like they are at present.

During the first month of this new schedule, a survey of monthly pass buyers was conducted regarding the viability of payroll deduction. Two-thirds of those surveyed voted yes for the payroll deduction option for transit pass purchase.

Deploying such innovative strategies and options, in partnership with our local transit agencies, and highlighting the convenience and benefits of transit will result in increased transit usage.